



NEWS RELEASE

Come to Canada Wizard working its magic

Ottawa, August 5, 2011 — Prospective immigrants and visitors to Canada now have a new interactive web tool at their fingertips to help them determine if they are eligible to come to Canada.

Citizenship, Immigration and Multiculturalism Minister Jason Kenney announced today the launch of the Come to Canada Wizard.

“We understand that our application processes can be complex, but this new tool is a major service improvement,” said Minister Kenney. “The Wizard will make it easier for potential immigrants and visitors to navigate the application process.”

“The Wizard should also reduce applicants’ reliance on immigration consultants and hopefully will make the Department more efficient by decreasing calls to our Call Centre,” Minister Kenney added.

The Wizard simplifies the application process by matching applicants with the federal immigration option that best suits their specific circumstances. The Wizard does this by asking applicants a series of questions and, based on the answers, it provides the best options for them.

The Wizard leads applicants to a results page that breaks down the application steps and provides instructions and forms.

To view the Wizard, go to www.cic.gc.ca/cometocanada

- 30 -

Follow us on Twitter at www.twitter.com/CitImmCanada

For further information (media only), please contact:

Candice Malcolm Minister's Office Citizenship and Immigration Canada	Media Relations Communications Branch Citizenship and Immigration Canada 613-952-1650 CIC-Media-Relations@cic.gc.ca
---	--

Building a stronger Canada: Citizenship and Immigration Canada (CIC) strengthens Canada's economic, social and cultural prosperity, helping ensure Canadian safety and security while managing one of the largest and most generous immigration programs in the world.